

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A280.38
Ag8
Cop.5

DC BRANCH

agricultural marketing

APRIL 1970

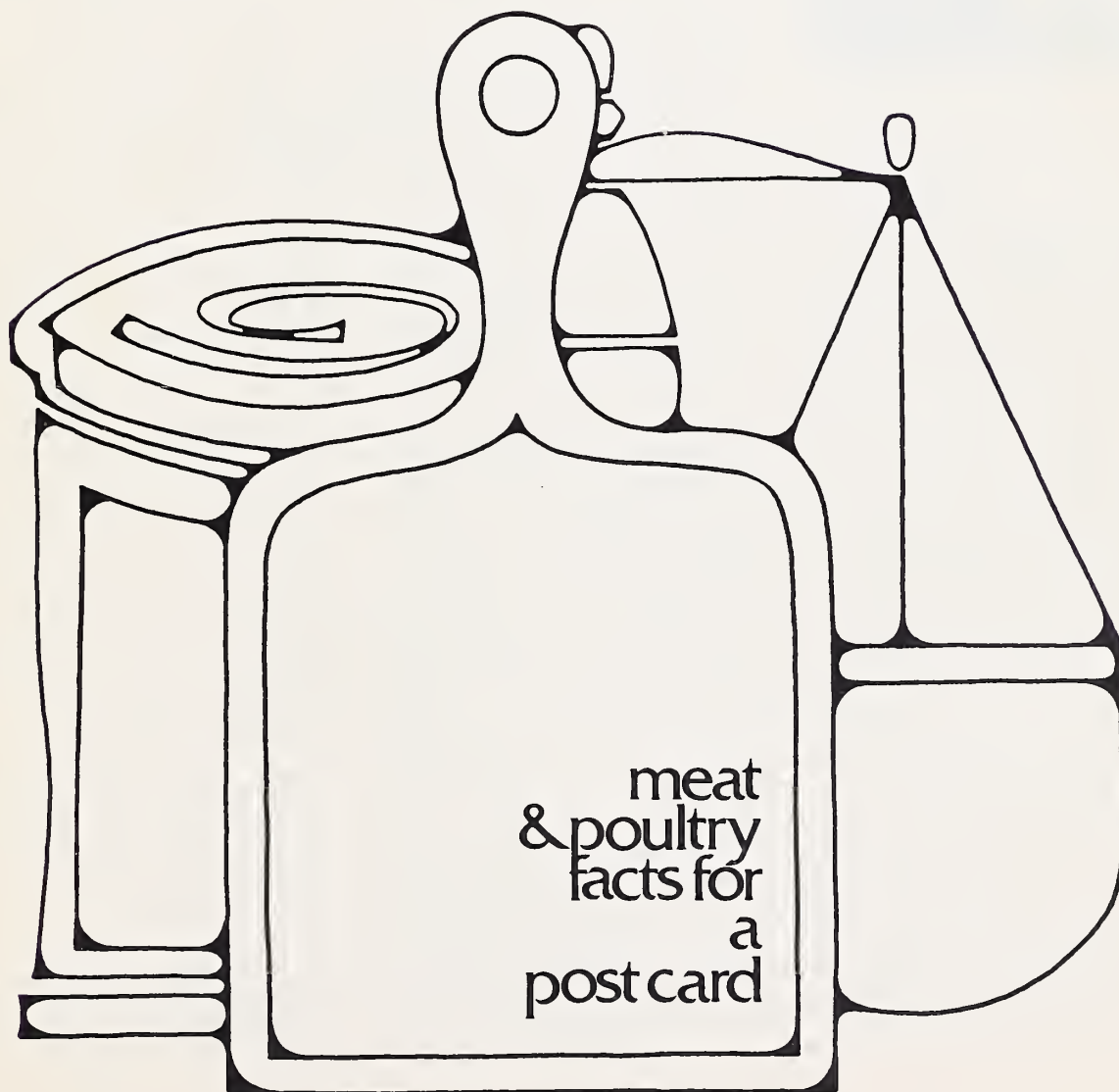
VOL. 15, NO. 4

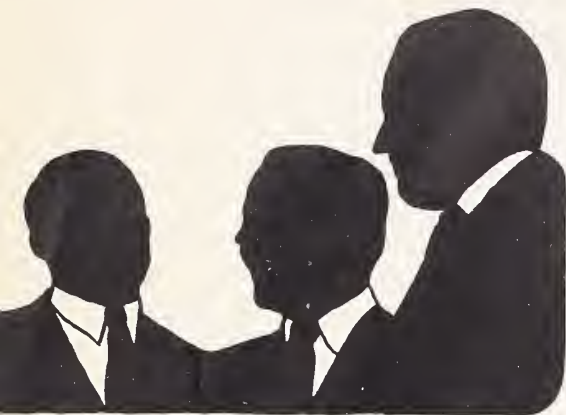


U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

APR 20 1970

CURRENT SERIAL RECORDS





By Jack Gardner

THE JARGON OF A BUSINESS, an industry, or an occupation is the "in" language specialists and experts use when talking to each other.

When a soldier gets an order to "field strip his piece," he doesn't hesitate to take his rifle apart and clean it. When a quarterback calls a "post pattern" in the huddle, the end knows to run down field and then break towards the middle to catch a pass.

The same holds true in the produce shipping industry. When a buyer makes a contract calling for "shipment as soon as possible," both he and the seller know the product must be shipped within 7 days.

In addition to the jargon and slang used in the market place, there are many terms that growers and traders use in making contracts for buying and selling produce.

About 50 of these trade terms are specifically defined under the Perishable Agricultural Commodities Act to help people in the produce business talk the same language.

The PAC Act is fair trading law for the produce industry. It establishes a code of good business con-

duct for the produce industry and requires interstate traders in fresh and frozen fruits and vegetables to be licensed. It is administered by the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

In order to administer the PAC Act effectively, trading terms had to be defined so everyone would know their meaning when referring to a produce transaction. The terms were decided upon through joint efforts of the produce industry and USDA.

Anyone who sells produce should know the trading terms defined under the PAC Act. They have grown up with the fruit and vegetable industry, and they are especially designed to help in making short contracts which everyone can understand.

For instance, a seller should not use terms such as "beautiful quality," or "best available," since they may have many meanings. In describing the quality of produce, a seller should use the U.S. Grade Standards which have well established meanings, and which are a recognized basis for trading.

"Acceptance" and "rejection" are fairly straightforward words in any man's language, but in produce contracts, they have special meanings. "Acceptance" has its usual meaning under the PAC Act—i.e., a buyer takes the load of produce because it is what he ordered. But there are other ways that he can make an "acceptance."

If a buyer diverts a shipment or unloads part of it, that's an "acceptance." If he takes control of the shipment or exercises dominion over it—such as changing the routing or delivery instructions, or by ordering the shipment stopped enroute—that,

too, is an "acceptance."

Once a buyer has taken an action that constitutes an "acceptance," he cannot justifiably reject a shipment even if it does not measure up to the terms of the contract.

When a buyer justifiably "rejects" a shipment, he should notify the shipper of this action in clear and unambiguous language. A complaint about quality will not necessarily be regarded as a rejection.

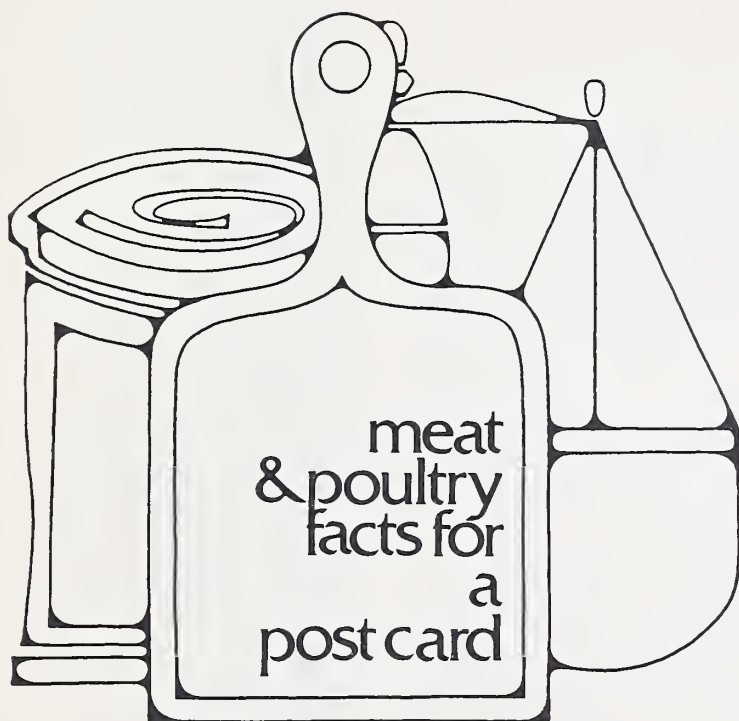
A buyer has a "reasonable time" to inspect a shipment after it arrives, and often has the right to reject it if it does not comply with the contract. A "reasonable time," as defined under the PAC Act, is 24 hours for rail shipments, and 6 hours for truck shipment. That is usually enough time for a buyer to inspect the shipment and make his decision.

But if he waits until after that "reasonable time" has passed, then he has automatically "accepted," and has lost his right to "rejection" even if the shipment does not comply with the contract.

By using the trade terms defined in the PAC Act to write understandable contracts, produce traders can protect themselves and deal fairly and honestly with others. It pays to know trade terms and definitions. Remember, they are tailor-made for the produce industry.

Anyone who would like to know more about the trade terms used in the produce industry can get a copy of the PAC Act, free. **Write:** Regulatory Branch, Fruit and Vegetable Division, C&MS, USDA, Washington, D.C. 20250. □

The author is Assistant Chief, Regulatory Branch, Fruit and Vegetable Division, C&MS, USDA.



WITH PROBABLY A THIRD of your food budget being spent for meat and poultry, it makes good sense to learn all you can about buying, handling, and cooking these products.

One way to improve your know-how is to write for five free leaflets now available from the U.S. Department of Agriculture.

The colorful publications emphasize how to properly handle these products between the store and table, so you don't undo safeguards taken in processing plants to protect wholesomeness. And there's much more.

"Meat and Poultry—Wholesome for You" (G-170) tells how USDA's Consumer and Marketing Service inspects the meat or poultry you buy to help make sure it's wholesome. And it outlines some of the ways you

can protect these products when buying, handling, storing, and cooking.

The leaflet cites wholesome food laws that set uniform standards of wholesomeness for all meat and poultry products sold in the United States, whether inspected by Federal or State authority.

"Meat and Poultry—Standards for You" (G-171) explains how USDA standards for processing meat and poultry products are established and enforced.

As an example, the leaflet points out that, to bear the name "chili con carne with beans," a product must contain at least 25 percent meat, while "chili con carne" must contain at least 40 percent meat. Ready-to-serve "chicken soup," it explains, must contain 2 percent chicken.

The publication tells how con-

sumers can have a voice in setting these standards.

"Meat and Poultry—Labeled for You" (G-172) tells how you can use the information required on labels to make intelligent selections best suited for your needs and budget.

It explains the importance of the name on a product. For instance, a container of "beef and gravy" contains more meat than one of "gravy and beef."

And it points out that processed meat and poultry products must list the ingredients on the label, beginning with the item weighing the most and continuing to the item weighing the least.

"Meat and Poultry—Clean for You" (G-173) gives you a picture of the requirements that meat and poultry processors have to meet—not only during operation, but even before the plant transforms its first hog into sausage or chicken into soup. The leaflet also offers advice on how to keep products clean and wholesome between the time you buy and serve them.

"Meat and Poultry—Care Tips for You" (G-174) provides many tips on how to select products in the store, how to properly refrigerate, freeze, and defrost them, and precautions to take in preparing and cooking them.

For instance, it explains that to maintain the best quality, chicken should be kept in the refrigerator (at 35-40 degrees) for no longer than two days, while it can be kept frozen (at 0 degrees) up to 12 months.

And the publication points out that frozen meat and poultry items take about half again as long to cook as unfrozen cuts of the same weight and size.

If you spend any time in a food store or kitchen, you'll appreciate the advice the five leaflets have to offer. And you can get the set of all five by sending a post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Ask for "Meat and Poultry Leaflets G-170 through 174," and remember to include your name, address, and ZIP code. □

SPRING HAS A SPECIAL meaning this year for the people of the Bushwick-Williamsburg community in Brooklyn, N.Y. They can again boast of a self-service "supermarket" of their own creation.

Once again the store at 1601 Broadway is opening its doors—after being rebuilt out of the ashes of the fire that destroyed it in the early morning of Saturday, January 10, 1970. This "dream child" of Abe Spalter, director of food distribution for the New York City Department of Social Services is truly being reborn.

Here needy families come to "shop" for food among well-stocked shelves. The foods are provided for them by the U.S. Department of Agriculture's Food and Nutrition Service under its Food Donation Program.

The "shoppers" bring their purchases to check-out counters where there are no cash registers and where no money changes hands.

The "store" at 1601 Broadway is the Social Service Department's new way of bringing food to those in need. It is also where the needy can come to learn about the importance of good nutrition, to master some of the arts of cookery, and to get wiser in the ways and whys of the marketplace.

"It's their store," says Mr. Spalter. "If it had not been for the close and enthusiastic cooperation of their community organizations, we would never have gotten off the ground. The community organizations have worked with us in every part of the project from the beginning—before

Self-Service Supermarket Sparks Shoppers.



and after the fire. They've had a hand in everything from setting up the store and staffing it to getting the community involved in a nutrition and consumer education program."

If you were to visit "1601 Broadway," you would see a modest "superette"—24 feet by 60 feet in size, unpretentious, but clean and orderly, with sunlight streaming through doors and windows. You would see mothers and children, a few men, wander down the aisles, pause to examine the shelves, make a selection and drop it into their shopping carts. The atmosphere is pleasant and relaxed, with youngsters lending a helping hand.

Extraordinary? Not really. Yet for this community and for New York City itself, this self-service food store is a landmark achievement. It is a testimonial to what community involvement and cooperation can accomplish.

"One of the main reasons for our having the store replace the usual food distribution center," said Mr. Spalter, "is that we hope it will encourage more people—both on public assistance and not—to take advantage of the food so they can have better diets."

Mr. Spalter, who initiated the plan for this new method of food distribution, explains further: "We want to get people out of the cellars where our distribution centers generally are and into the light of day."

Results were beginning to be achieved before the fire. During its first 3 months in business, the store served some 5,000 needy families, usually about 200 to 400 daily. It increased its clientele by 1,000 families during its first month alone.

Emphasis is placed on the "supermarket" serving as a community enterprise that functions responsively to people's needs. The employees in the store are all neighborhood people, selected by the community. They were formerly on welfare and the jobs are helping them become self-supporting.

Though relatively small in size for the job it has to do, "1601 Broadway" was designed for its special needs. For example, it has movable tabletop checkout counters that per-

mit front delivery of supplies, and under-the-counter storage space. All storage areas are on street level. An attractive community room is used for the classes and demonstrations by home economists.

Educational programs at the store and at other Social Service Department facilities are funded by New York State under its "Food on the Table" program. Mrs. Beatrice Nahemow, director of the Department's home economics division, and her staff are now organizing an extensive city-wide effort to improve homemakers' skills and help them provide more adequate diets for their families.

Like Mr. Spalter, Mrs. Nahemow also looks to active community involvement to make a go of this aspect of aid to the needy.

"We hope industry and local storekeepers will also participate in our program. There are many things they can do to help, even if it's only to provide food for cooking demonstrations," she said.

At "1601 Broadway" homemakers are learning how to be selective food shoppers, how to plan a menu, and how to make appealing foods such as peanut butter cookies, gourmet cheese-scrambled eggs, meat and bean bakes, chicken a la king, and others.

The USDA donated foods are mainly of the staple varieties familiar to the average homemaker, but because of ethnic and regional eating patterns, some are new to many who now take them.

In all, USDA provides about 22 different foods, which may vary somewhat from month to month depending on availability. They are purchased from commercial sources for the Food Donation Program and are also taken from government stocks, processed into products and packages suitable for family use.

The foods must meet high standards of quality and wholesomeness required by USDA's Consumer and Marketing Service. In addition, a number of foods are enriched with vitamins and other nutrients.

The foods are selected and supplied to help meet the nutritional needs of the needy. In New York City, they include such items as American cheese, butter, lard, raisins

(or prunes), vitamin A and D enriched nonfat dry milk, cornmeal, flour, peanut butter, chopped meat, dry beans, rice, canned turkey (or canned chicken, beef or pork), vitamin C-enriched potato flakes, a canned vegetable (peas, tomatoes, corn or string beans), evaporated milk, fruit juice (canned peaches), corn syrup, scrambled egg mix, rolled oats, and corn grits.

At "1601 Broadway" a sign instructs "food shoppers" to take the foods they wish. The "shoppers" study the shelves carefully before making their selections, just as all housewives do in supermarkets.

"I like it. It's much better than the old way," said every "shopper" questioned.

Sometimes a popular item runs out, but never for long. Rainchecks are given and the "shoppers" can return when items come in. Deliveries to the store are made on 10 days each month.

The community served by the store lies within a 15 to 20-block radius. Households of one or two members usually do their shopping every other month. Families of three or more shop once a month.

"We're moving towards having more families shop twice a month," said Mr. Spalter. "It will be easier for them because they won't have to take home such heavy loads."

For a good many needy people—the handicapped, the aged, those who are ill and otherwise unable to get out—the problem of getting their food home can be insurmountable. "We're now organizing groups of community representatives to help these people," Mr. Spalter explains. Some are paid, some volunteers. So far, we have four such groups—in the Bronx, Manhattan, Queens, and Brooklyn. They collect and deliver food for 400 to 500 people—which is a drop in the bucket in this big city. But it's a beginning and hopefully we will have many more."

Self-help and the desire to help others are the basics of community involvement and participation in efforts to change the conditions of the needy. Members of the Bushwick-Williamsburg community who have helped create "1601 Broadway" are proving that. □

food tips

As an appetizer, with meat, or for dessert, *canned peaches* add a spring-time touch to any meal. For economical and tasty results, the U.S. Department of Agriculture's Consumer and Marketing Service advises buying the quality (grade) and style best suited for your purpose.

U.S. Grade A or Fancy (top quality) peaches have the best taste and appearance. For peaches almost as good, try U.S. Grade B or Choice. U.S. Grade C or Standard peaches are not as uniform in color, size, and shape as Grades A and B, but they're a thrifty buy when appearance is not important.

If the grade is not shown on a can, try different brands to find the one that best fits your needs. □

* * *

Canned and frozen vegetables have become an integral part of our hurry-up world. They are wholesome and nutritious, as well as easy to prepare and readily available.

One product sure to be a family favorite is *canned or frozen green beans*. Several styles are available: whole; French, julienne or shoe-string, which are sliced lengthwise; cuts or "short cuts," which are sliced crosswise; and "kitchen cuts" or "home cuts," which are cut diagonally.

Canned and frozen green beans generally are packed and priced according to quality. U. S. Grade A or Fancy green beans are the most tender and succulent.

You can learn more about grades by writing for "How to Buy Canned and Frozen Vegetables," G-167, prepared by the U.S. Department of Agriculture's Consumer and Marketing Service. For a single free copy, send a post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please use your ZIP code. □

consumers gain at HYDE PARK CO-OP

AS A SUPERMARKET, Chicago's Hyde Park Co-operative is unique—not only in its ownership-management structure, but in its philosophy of customer service as well.

Unlike most retail grocery stores, it is owned and operated by some 12,700 member-families. Four major member committees provide advice and counsel to the five-member board of directors, which is elected by the members and sets operating policies for management to follow. The Co-op's basic approach is to minimize prices and maximize consumer service.

From a humble beginning 38 years ago as a neighborhood buying club operated out of a small corner store, the Co-op has grown considerably. Shelves are now stocked with some 12,000 items, roughly a third more than the average retail grocery.

Like other food stores, the Co-op

aims at catering to the needs of the surrounding community. Its location near the University of Chicago and Hyde Park's potpourri of ethnic groups is reflected in the international flavor of many of its products.

The Co-op's concern for its customers, though, goes beyond the ordinary merchandising precept of well-stocked shelves. About 15 years ago it hired a full-time, in-store home economist to serve as a liaison between customers and management, and to help consumers get the best buy for their money.

Allene Burtis, a University of Illinois graduate, is the current home economist. Like her three predecessors, Allene specializes in helping the customer. Her daily routine varies from helping shoppers find products on store shelves to testing the quality and performance of new items before they're put on display.

Allene is particularly concerned with consumer education. She encourages thrifty buying by offering weekly recipes that she has prepared and pretested. These recipes feature foods from USDA's Plentiful Foods List as well as holiday items and store specials. Price-per-ounce comparisons of many competing brand items also help the thrifty buyer.

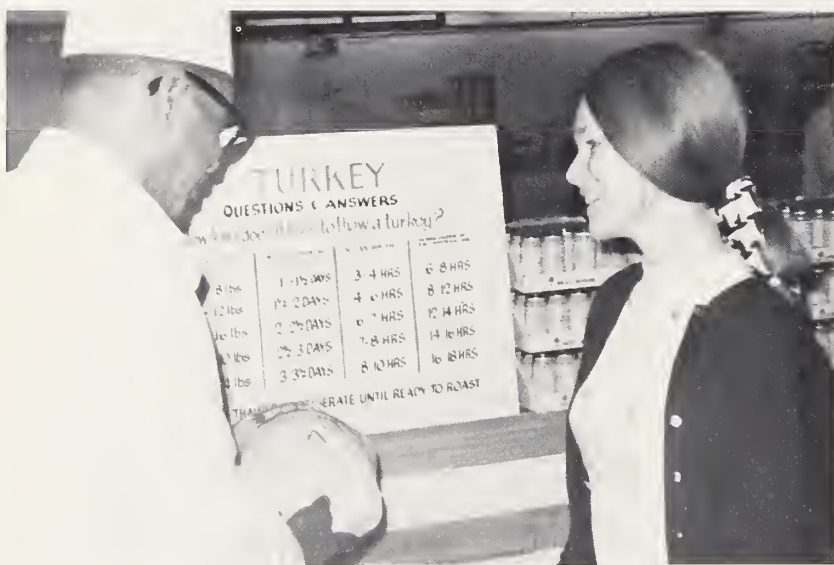
The Co-op maintains another unusual feature for the benefit of its consumers—an "education desk" where materials can be obtained. In addition to the weekly recipe sheets, materials are available promoting co-operatives, commercial products and the Food Stamp Program. The store also uses point-of-sale displays to augment its consumer education efforts. For example, charts on buying, storing and preparing USDA-inspected and graded turkeys were shown in the frozen food section during the holidays.

Special food demonstrations are an additional customer service. "Foreign Foods on a Budget" was presented last spring by Allene, who invited low-income residents of the neighborhood to learn more on adding variety to their meals at low cost.

The demonstration also provided an opportunity for the representative of the Cook County Food Stamp Program to explain the benefit of using food stamps. Although only a small portion of its customers need food stamps—last January food stamp sales totaled only \$1,200—the Co-op was one of the first stores in the area to accept them.

Helping to promote food stamps is only one way in which consumer concern goes beyond the store. As the Co-op's home economist, Allene also presents sessions on how to shop wisely to students in consumer education classes at the nearby high school. In addition, she provides helpful food and nutrition tips for low-income mothers attending special summer programs.

Unique? Yes! The Hyde Park Co-op has found it's good business to demonstrate by word and deed its concern for its customers and its community. □





Shiprock Rebuilds for Navajo Children

A BUILDING CONTRACTOR operating a child care center?

That's exactly what Jay DeGraff is doing in Shiprock, New Mexico. He and his wife decided to undertake this project after learning last year of the need for facilities to care for Navajo children while their mothers work at a local factory. With their own children grown, the DeGraffs could retire from their construction business and devote themselves full-

time to helping the Indians.

Initial planning for a child care center at Shiprock led to the formation of Indian Aid, Inc. Headed by Mr. DeGraff, it includes Carl Todachenee and Jerry Golbe, both Navajos and residents of Shiprock, and Lynn Mitton, a lawyer in Window Rock, Ariz.

Largely financed by the DeGraffs, the abandoned San Juan Boarding School at Shiprock was renovated

and developed into the Shiprock Nursery School at a cost of around \$25,000. The Office of Navajo Economic Opportunity, Inc., furnished about \$6,000 for the project.

Although the School had been closed only 4 years, the building was in a bad condition. For example, some 289 window panes had to be replaced in the west wing which houses the nursery.

Mr. DeGraff did much of the work



himself, with help from the Indian community. The local Office of Economic Opportunity provided some assistance, and the Bureau of Indian Affairs furnished some equipment. Miss Ellen Benally, an amateur artist who now works each day at the nursery, drew animals on plywood which Mr. DeGraff carved out for decorating the walls of the building.

After about four and one-half months of renovating, the nursery opened in mid-November. Since that time, the number of children attending each day has steadily increased, running as high as 50 and 75 on occasion. The nursery is equipped to handle as many as 500 children.

Upon admission to the nursery, each child undergoes a physical examination. Mrs. DeGraff, a registered laboratory technician, administers a test for tuberculosis—a common disease among the Indians—under supervision of the Public Health Service.

Once admitted to the nursery, the

children's daily needs are taken care of. They are given showers each day and are served two meals and a snack during each work shift. Plenty of beds are available for naps.

When in full operation, the nursery will be available 24 hours a day, if needed. The nursery will also care for any abandoned children until they can be turned over to the State Department of Public Welfare.

Since the nursery is non-profit, it is eligible to receive food and funds under the U.S. Department of Agriculture's Special Food Service Program for Children. The program, authorized by an amendment to the National School Lunch Act, is administered nationally by USDA's Food and Nutrition Service and handled in New Mexico by the State Department of Education.

"Money from this special program really saved us," said Mrs. DeGraff. "We could not possibly have fed the children adequately and kept the tuition as low as it is without it."

The Special Food Service Program

for Children provides up to 15 cents for each breakfast, 30 cents for each lunch or supper and 10 cents for supplemental food served between meals. USDA-donated foods also are provided.

The program is available to public non-profit institutions and day care centers operating in low-income areas or in areas where there are large numbers of working mothers. Shiprock qualifies because of the large number of low-income families on the reservation, of which the mothers are the sole support.

Mrs. DeGraff considers the food program one of the most important parts of the nursery since a typical Indian diet consists mainly of beans, fried bread or tortillas, potatoes, coffee and tea. Most of the children past the nursing stage never get milk.

The nursery has eight regular staff members plus five workers provided through the Neighborhood Youth Corps. Twelve local ladies in the community are also available to fill in for a few hours when needed.

How do the children react to the program? One mother reported that after her child had spent a few days at the nursery, he announced at home, "It's time for my snack."

Another mother was amazed that her children willingly took naps.

The nursery does have its problems. Many of the homes are several miles from town, and lack of transportation prevents mothers from sending their children. Too, the

nursery idea is new to the Indians and will have to earn acceptance gradually.

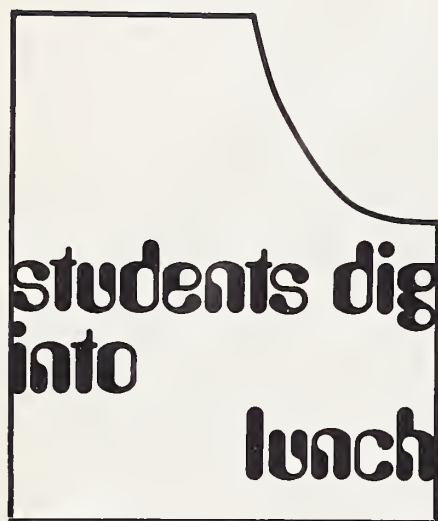
Another problem is cost. Tuition for five days is \$8.50 for one child in the family, \$7 for the second child and \$5 for the third. The DeGraffs hope that contributions will enable them to lower the tuition so that more families can afford to enroll their children.

The DeGraffs are quick to give

credit to the local people for their help and participation in the program. They envision the nursery becoming self-sufficient in time. Then Mr. DeGraff plans to begin another project—a rehabilitation program for Indian alcoholics.

When you stop and think of it, helping "construct" young lives and "reconstructing" older lives probably isn't too far afield for a building contractor. □





HOW DO YOU GET high school students to eat a Type A lunch in the school cafeteria?

"Let them help with the meal planning," says Mrs. Marvin Caldwell, school lunch supervisor for the Marianna Public School District, Marianna, Arkansas.

The District's new Lee High School cafeteria boasts 98 percent student participation in its school lunch program during the first two months of operation. Mrs. Caldwell and Principal Bob Blankenship attribute this high participation to the offering of three meal choices each day and giving the students a strong voice in planning these meals.

Each of the three meal choices meets the "Type A" school lunch requirements of the U.S. Department of Agriculture's Food and Nutrition Service.

In addition to the "regular" Type A lunch (which varies from day to day), selections include a hamburger lunch offered each day, and either a salad plate with cottage cheese offered 2 days a week, or a Chef's

salad offered 3 days a week.

A cafeteria committee appointed by the Student Council meets with Mrs. Caldwell regularly to discuss menus. The committee also decorates the cafeteria on special occasions and provides volunteer student workers to help out with various cafeteria duties. The volunteers get a chance to learn how the cafeteria operates, with any money they earn going into the Student Council fund.

The cafeteria committee planned the homecoming menu of "sloppy joes," French fries, green peas and strawberry shortcake. "We could not afford such a menu every day," said Mrs. Caldwell. "But for a special occasion it was well worth the cost because of the enthusiasm of the students."

"Lee High School's lunch participation is outstanding," says Miss Rhita Sullivan, FNS school lunch home economist. "When you compare this participation with some high schools in the Southwest where the average falls to 16 percent or less, it's truly remarkable." □

Plentiful Foods for April

NUTRITIOUS HONEY headlines the U.S. Department of Agriculture's Plentiful Foods List for April shoppers. The Nation's beehives have been unusually busy this year, ringing up a record crop of 283 million pounds.

Other items on the April list include canned peaches, canned and frozen sweet corn, canned tomato products, eggs, peanuts and their products, and dry beans.

USDA's Consumer and Marketing Service reports the 1969 pack of canned cling peaches was 31.5 million cases, a record. The freestone pack was 5.7 million cases. There was also a considerable carryover of clings and freestones from the previous season.

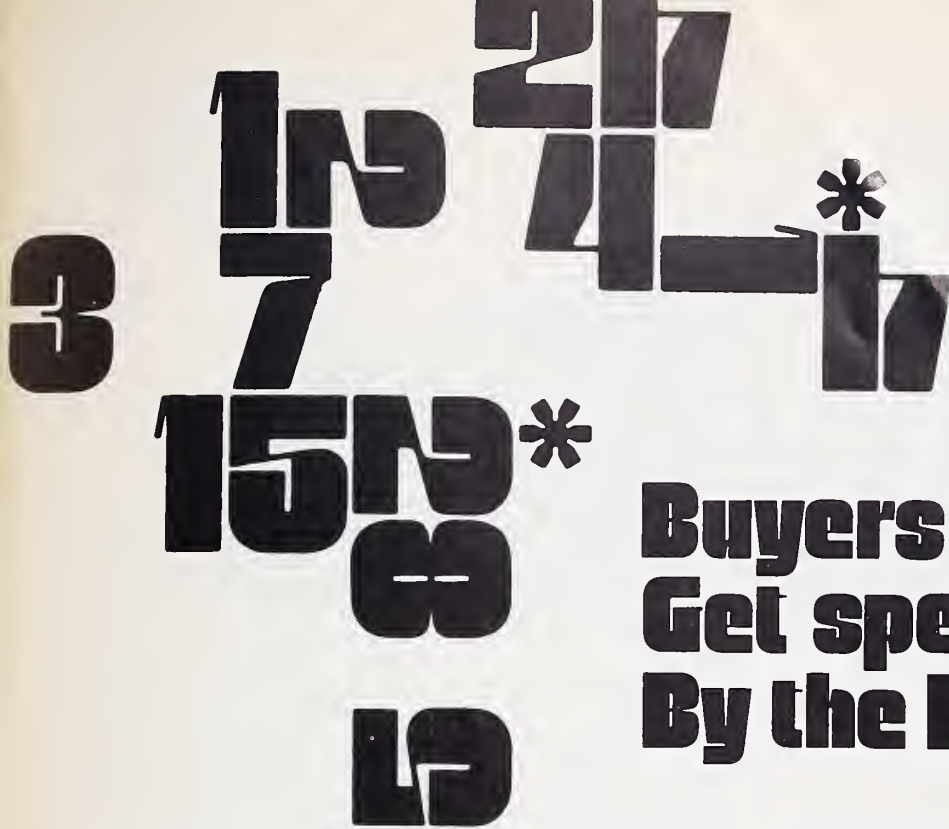
Supplies of canned sweet corn are expected to continue at high levels during April. On January 1, canners' supplies stood at 38.6 million cases, only slightly below a year earlier. Frozen sweet corn holdings—321 million pounds on January 1—were up 30 million pounds compared with a year ago.

With record packs of canned tomatoes and tomato products in 1968, last year's carryover stocks of processed tomato items also list record levels. Therefore, supplies are heavy.

Production of eggs in April is expected to exceed that of a year ago. Although prices in April are expected to be above last year's level, they will not be nearly as high as this past January.

Last year's peanut crop is estimated at 1,276,437 tons, so there'll be plenty of peanuts and peanut products for spring shoppers.

Dry beans—are welcome in nearly any dishes—are welcome in nearly any season. Supplies in April will be excellent, as the past year's crop was 6 percent above the previous season. □



Buyers Get specifications By the Number

By Curtis Green

EARLY IN THE 1920's, the ocean-bound steamship lines operating out of New York City puzzled over how to handle their meat problems. Consistent good quality was becoming an impossibility and mediocrity was never an acceptable standard for this luxury business.

The ship lines S-O-S-ed the U.S. Department of Agriculture. USDA literally "came to the rescue." It sent five meat specialists to New York to write specifications expressly for the ships' needs, and to select meat conforming to these specifications.

Thus, on February 26, 1923, with just five meat experts, the Meat Acceptance Service came into official being.

And today, USDA's Meat Acceptance Service (now a part of the Federal Meat Grading program) is its own testimonial to the successful evolution of that fledgling project.

Now a staff of more than 400 meat graders is available across the country to examine and certify meat purchases for volume buyers. For a fraction of a cent per pound, on the average, the buyer can be assured of an order complying with his contract requirements.

Moreover, volume buyers now have another service, developed as part

of the Meat Acceptance Service—detailed, standardized specifications they can use as the basis for their purchases. These Institutional Meat Purchase Specifications (called IMPS) were written by specialists in the Livestock Division of USDA's Consumer and Marketing Service to help volume buyers order more exactly.

The IMPS are grouped into nine series and cover 325 standardized meat items. With the issuance in December 1969, of "specs" for "Edible By-Products—Series 700," the IMPS series is now complete.

The purchasing agent need only order by item number from the detailed IMPS series for fresh, smoked, cured, or cooked meat products, and both the supplier and Federal meat grader will understand precisely what is wanted.

Buyers find the IMPS hard to beat for precisely describing the items included—and the options available permit considerable flexibility in ordering. However, if a buyer so desires, he may make minor changes in the specifications by including these in his contract.

Also, should a buyer wish to order an item not included in the IMPS, he may use his own specification.

However, such a specification must be approved by the C&MS Livestock Division before it can be used under the Meat Acceptance Service. This is to insure that it does not contain requirements that cannot be certified by a meat grader.

Copies of the IMPS are available from the Government Printing Office. They are easy to use—the buyer need only select the items he would like, specify the grade, weight range, state of refrigeration, and other necessary options.

After choosing his supplier—and specifying that he wants his purchases accepted by a Federal meat grader—the only further action the buyer need take is to forward a copy of his purchase awards to the nearest USDA meat grading supervisor. Then, before his meat is delivered, a grader will examine it and insist that it comply with specifications before stamping it "USDA Accepted as Specified."

This stamp—at the end of a discriminating process—is his assurance of a product that will exactly meet his needs. □

The Author is Livestock and Meat Marketing Specialist, Livestock Division, C&MS, USDA.



By Clay J. Ritter

ABOUT THE SECOND week in March, when the Northern States are still struggling through the cold of winter, potato growers in the High Plains area of Texas begin planting. This is part of the Nation's early summer crop of potatoes, marketed largely during July and August.

Potato production jumped in the High Plains area of the Texas Panhandle about 4 years ago. Up to then, the annual crop was about 200 million pounds. Since 1966, it's averaged 350 million pounds. Lettuce, carrots, and onions are also major crops in this second largest of Texas's commercial vegetable producing areas.

With the increasing importance of their crops in the national market, High Plains growers and shippers felt the need for market intelligence: What was the total volume shipped from their area daily? And from competing producing areas? What were the average prices buyers were paying in each producing area? How much of each commodity arrived in wholesale (terminal) markets, such as Chicago, each day? What prices did retailers pay in the wholesale markets?

With this information, High Plains growers and shippers could better determine their competitive position and market their supplies at the time and place where they were needed—and could bring the best prices.

What the High Plains growers and

shippers wanted was an office of the Federal-State Market News Service in their area. This cooperative service of State agencies and the U.S. Department of Agriculture's Consumer and Marketing Service has been providing market information on agricultural products to growers, shippers and buyers throughout the United States for more than 50 years.

Members of the High Plains vegetable industry asked the Texas Department of Agriculture to arrange with USDA to provide a jointly operated service to their area. As a result, the Fruit and Vegetable Market News Service was established on a Federal-State basis at Hereford, Texas, in 1968.

Hereford is a good example of how and why market news offices are established and of State and Federal cooperation in providing the Market News Service.

The first market news office, opened in 1915 to report on strawberries in Hammond, La., was strictly a Federal operation. Within a few years, however, several State agencies had joined in to staff, finance, or otherwise contribute to operating a growing number of market news offices.

Today, 31 States cooperate with USDA in operating the Fruit and Vegetable Market News Service. And growers, shippers, wholesale buyers, retailers, and others interested in the marketing of fruits and vegetables

enjoy the benefits of a truly nationwide system of reporting timely and vital market information.

Fruit and vegetable market news offices are now in 24 terminal markets and 49 producing areas. A 20,000-mile leased-wire system connects all market news offices, so that data gathered in each area can be quickly disseminated to the rest of the country.

How much a State or USDA contributes toward operating a particular market news office depends on whether the marketings in the reporting area are primarily of national, regional or local significance.

Market news offices at the larger terminal markets, such as New York City and Chicago, are generally USDA's responsibility. Supplies at these markets come from practically every important producing area in the United States, and also from foreign countries. Moreover, the volume of fruits and vegetables used by consumers in the Chicago and New York areas is so large that the price-making effect of these markets is of broad nationwide significance.

The States and USDA cooperate in operating most shipping point market news offices, such as at Idaho Falls, the reporting center for marketing of Idaho potatoes. As in the Texas High Plains area, growers and shippers in Idaho are the ones primarily concerned with information on prices and supplies of their crops.

But the national distribution of

Idaho potatoes (like the broad regional distribution of High Plains crops) makes market news on Idaho potatoes valuable to producers in other areas and receivers in terminal markets as well.

This national or regional interest, while not as broad as that involved in marketings at major terminal markets, is significant enough to justify making a shipping point market news office part of the Federal-State Service. Several States provide separate State market news services for commodities produced and distributed only locally or within their boundaries.

Close working relationships and mutual understanding make possible the system of State-Federal sharing in the Fruit and Vegetable Market News Service. The service brings market information to growers, shippers, and others in every State in the Nation which produces major commercial fruit and vegetable crops.

It benefits wholesale buyers, retailers, and others at major terminal markets, the centers of distribution to consumers.

It helps buyers and sellers even out the supplies marketed in different areas, so that consumers all over the country are assured a wide variety of fresh fruits and vegetables throughout the year. □

The Author is Chief, Market News Branch, Fruit and Vegetable Division, C&MS, USDA.

POSTERS CARRY FOOD STAMP MESSAGE

CONSTRUCTION PAPER, traceable paper letters, crayons and an artistic touch are being used to promote the Food Stamp Program in two California counties.

Alameda and Contra Costa Counties are in the "East Bay" region near San Francisco. Members of the Benefit Guild of East Bay—a volunteer group pledged to help the needy—spend about 20 hours of their time each month working with worthy charities and related community efforts.

A typically active volunteer is Mrs. Robert H. Hastings of Piedmont Calif., a banker's wife and mother of two sons. Mrs. Hastings' special project is making posters aimed at both participating and potential food stamp customers.

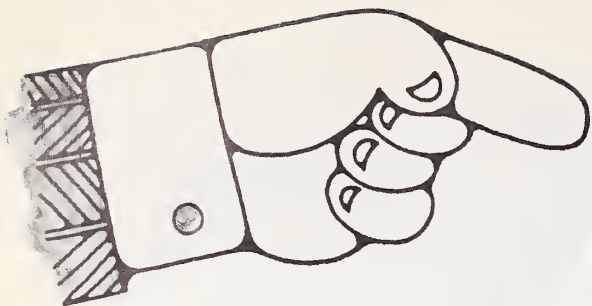
Alameda and Contra Costa Counties joined the U.S. Department of Agriculture's Food Stamp Program on August 1, 1968, and December 1, 1965, respectively. Nearly 70,000 needy people in the two Counties now enjoy the benefits of the program—45,000 in Alameda and nearly 25,000 in Contra Costa.



Since the program began operating in the two Counties, food stamp buyers have received free or bonus coupons worth more than \$7.8 million in extra food-buying power.

Mrs. Hastings and her fellow volunteers do an "Outreach" job of acquainting eligible families with the program and urging them to sign up for it. Their efforts have brought into the food stamp program many of the East Bay families who now participate. □





MARKETING GUIDES SHOW YOU THE WAY!

By Opie C. Hester

IF YOU'RE BUILDING a house, you need a blueprint. If you're taking a trip, a road map. And if you're producing turkeys, broilers, or eggs, then you need a marketing guide.

The U.S. Department of Agriculture has prepared an annual turkey marketing guide for producers since 1965. Quarterly marketing guides for broilers and semi-annual guides for eggs were first issued last year.

Why a marketing guide? Let's take a look at the turkey industry.

Made up of thousands of producers, the turkey industry had a long history of over-response to market changes. A profitable year almost inevitably caused overproduction and depressed prices in the year following. A year of low prices caused a cutback in production and high prices the next year.

These fluctuations in prices and returns were good for neither producers nor consumers. Producers suffered when prices were low and consumers when prices were high.

One means of solving this problem—a national marketing order—was proposed by industry members in 1961. But a referendum failed to gain the votes necessary to put a marketing order into effect. So the next step was to seek a way to achieve voluntary self-regulation.

Turkey industry representatives asked the Poultry Division of USDA's Consumer and Marketing Service to develop a marketing guide which would help producers tailor their production to meet market needs at reasonable prices. A similar acreage marketing guide service has been

provided for vegetable growers for many years.

The guides are essentially a business advisory service, or market analysis, such as industrial organizations use to plan their production and marketing activities.

Each turkey marketing guide, issued and given widespread publicity after discussion with industry representatives, contains an appraisal of:

- the current and prospective state of the national economy;
- factors affecting demand for turkey meat; and
- quantities of turkey meat needed to supply consumer demand at prices reasonable to both producer and consumer.

More specifically, each guide recommends the number of turkeys needed to meet expected demand in the year ahead; the number of poult that should be hatched to produce the market birds; and the number of breeder hens needed to produce the right number of eggs for incubation. The eggs, of course, are the source of the poult which, in turn, become turkeys for slaughter. Specialists in C&MS and other agencies analyze available data and make these recommendations.

The egg and broiler marketing guides followed the same course of development as the turkey marketing guide, and for the same economic reasons. But because of the shorter production cycles for these products, the marketing guides for them are issued more frequently than the turkey guides.

The Egg Marketing Guide recommends the level of egg production

needed to meet prospective market needs; the number of layers needed to produce that level; and the replacement hatch needed to maintain the required number of layers. In addition, a rate of culling of old hens is suggested to adjust the average age of the laying flock.

The Broiler Marketing Guide suggests the level of broiler output to meet expected demand; the size of the hatchery supply flock needed to produce the recommended number of broilers; and the number of pullets that should be added to the hatchery supply flock to keep it at the recommended size.

How effective are the poultry marketing guides? Of the three guides—for broilers, eggs and turkeys—only the turkey guide has been around long enough to give some indication.

The turkey industry seems to be using the guide—and production in recent years has been near the recommended level. Moreover, prices have been stable, benefitting both producers and consumers.

How closely a guide is followed, of course, depends upon the collective decisions of individual managers. Each manager will naturally consider first his own best interest—but with the marketing guide to help him, his decision is apt to be tempered by the knowledge of its effect on the total industry.

Need a marketing guide? They are free on request. Write: Information Division, C&MS, USDA, Washington, D.C. 20250. □

The Author is Assistant Chief, Marketing Programs Branch, Poultry Division, C&MS, USDA.

automation brings us... PUSHBUTTON BUTTER & CHEDDAR CHEESE

By Edwin F. Garbe

IF YOU COULD WATCH butter or Cheddar cheese being made in a modern dairy plant today, you'd probably be in for a jolt. All you would see would be stainless steel automatic machines set in spotless surroundings, conveyor belts, and packages of the final product.

Buttermaking in the United States joined the machine age in the 19th century, when the first creamery to serve a farm community was built in Orange County, New York.

But automation began only in the 1950's with the development of the automated buttermaking machine that is gradually replacing the traditional batch-type "barrel" churn.

The automated buttermaking machine is an engineering marvel. In one continuous process, it churns the cream into butter granules, removes the buttermilk, washes and

presses the granules together to form butter, then salts and packages the butter. After the day's run an automated cleaning system takes over.

One specially trained employee operating a console can run the buttermaking machine. An additional employee is needed for the packaging operation.

Although the continuous buttermaking machine requires a large capital investment, it pays off in labor savings in large-volume creameries—and produces a more uniform product than the older process.

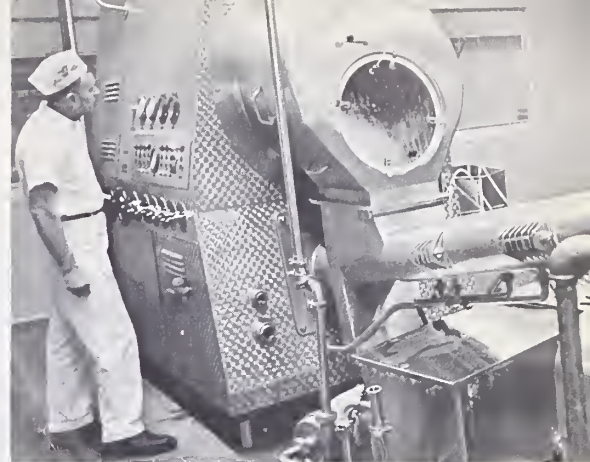
The older, batch-type method of making butter, in contrast, requires a number of employees and a considerable amount of time for each separate operation such as filling the churn and removing the butter.

In many plants, butter is made under the continuous inspection of the Dairy Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

To qualify for this service, the plant, whether automated or not, must pass a strict USDA survey in which detailed checks are made on more than 100 items. Sanitation and operating procedures, the milk supply, and processing equipment—all must measure up.

During the buttermaking operation, trained Government inspectors check every step. Then they judge the final product for quality on the basis of the USDA grade standards.

So a consumer who buys U.S. Grade AA butter is assured of getting the highest quality, made under



Butter is being churned behind the "window" in the machine and salted at right.

exacting standards of sanitation.

Cheddar cheese is another dairy product now being made almost by pushbutton. For centuries Cheddar-making has been considered an art. But now that every step from cooking to shaping the cheese can be done by machine, art is giving way to automation.

In the cheese-making machine, curd obtained from coagulated milk is cooked until the desired acidity and moisture content are attained. Then the curd forms into a block and pressure is applied. This is the cheddaring process that gives the cheese its characteristic close-knit texture and waxy body.

When the block, or "cheddar," is properly formed and textured in the machine, a horizontal knife cuts slices from the bottom.

These slices, measuring about 24 by 6 by 2 inches, are deposited on a conveyor which moves them along for salting and milling into cubes.

The C&MS Dairy Division provides a voluntary grading service for Cheddar cheese, similar to the butter grading service. Under this program, cheese meeting the USDA quality standards may carry the U.S. Grade AA shield—assurance of the highest quality and sanitary manufacture.

Automation may replace art in the making of dairy products—but the USDA grade shield still provides the same reliable guide to quality. □

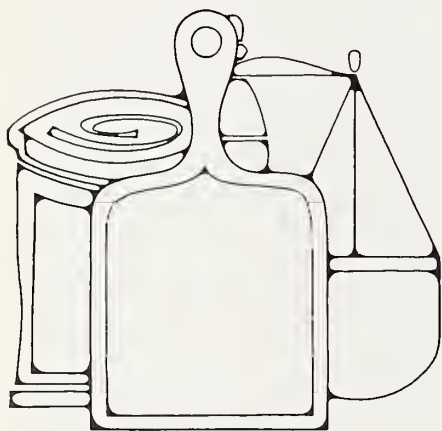
Butter grader heats sample for several tests, which assure quality and uniformity of butter.



The Author is Chief, Inspection and Grading Branch, Dairy Division, C&MS, USDA.

contents

- 2 PACA People Talk Shop
- 3 Meat & Poultry Facts for a Post Card
- 4 Self-Service Supermarket Sparks Shoppers
- 6 Consumers Gain at Hyde Park Co-op
- 7 Shiprock Rebuilds for Navajo Children
- 10 Students Dig into Lunch /Plentifuls
- 11 Buyers Get Specifications
- 12 Cooperation Makes Market News
- 13 Posters Carry Food Stamp Message
- 14 Marketing Guides Show You the Way
- 15 Pushbutton Butter and Cheddar Cheese



COVER STORY

Colorful leaflets tell you how the wholesomeness of meat and poultry products have been protected and what you can do. See pg. 3.

CLIFFORD M. HARDIN
Secretary of Agriculture

ROY W. LENNARTSON, Administrator
Consumer and Marketing Service

EDWARD J. HEKMAN, Administrator
Food and Nutrition Service

Editor, Bonnie W. Pok
Editorial Assistant, M. Jane Phillips

AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service and the Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication was approved by the Bureau of the Budget August 4, 1969. Yearly subscription is \$2.00 domestic, \$2.75 foreign. Single copies 20 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Reprint Material

All articles may be reprinted without special permission. Prints of photos may be obtained from Photo Library, U.S. Department of Agriculture, Washington, D.C. 20250. Please order photos by the following negative numbers: Page 6, BN-35614-a.m., BN-35620-a.m.; Page 7, BN-35610-a.m.; Page 8, BN-35612-a.m.; Page 9, BN-35611-a.m.; Page 13, BN-35582-a.m., BN-35581-a.m.; Page 15, 0170A25-7-a.m., 0170A26-17-a.m.

Reference to commercial products and services does not imply endorsement or discrimination by the Department of Agriculture.